

**EXHIBIT 4**

Table of Blendtec Search Terms With Corresponding RFPs

**EXHIBIT 3**

**(Table Showing Blendtec's Search Terms and Corresponding RFPs)**

<b>Blendjet ESI Custodian</b>	<b>Blendtec's Search Terms (See Exh. 1 at pp. 11-13)</b>	<b>Blendtec's Corresponding Rule 34 RFPs (See Exh. 1 at pp. 6-9)</b>
Blendjet's customer service/Experience personnel	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Swirl<sup>1</sup></li> <li>3. Logo</li> <li>4. Countertop or "counter top"</li> <li>5. Competi!</li> <li>6. Confus!</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>3. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>4. RFPs 11, 27, 28</li> <li>5. RFPs 6, 9, 11</li> <li>6. RFP 9</li> </ol>
Ryan Pamplin (Blendjet's CEO and co-founder)	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Swirl</li> <li>3. Dickson<sup>2</sup></li> <li>4. "intellectual property"</li> <li>5. Competi!</li> <li>6. Trademark!</li> <li>7. Confus!</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>3. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>4. RFPs 2-6, 8-9, 20</li> <li>5. RFPs 6, 9, 11</li> <li>6. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25</li> <li>7. RFP 9</li> </ol>
John Zheng (Blendjet's Chief Revenue Officer and co-founder)	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Swirl</li> <li>3. Competi!</li> <li>4. Trademark!</li> <li>5. Logo</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>3. RFPs 6, 9, 11</li> <li>4. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25</li> <li>5. RFPs 2-5, 8, 9, 12-16, 20, 25</li> </ol>
Colleen Johnson (Blendjet's Chief Marketing Officer)	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Swirl</li> <li>3. Confus!</li> <li>4. Competi!</li> <li>5. Countertop or "counter top"</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>3. RFP 9</li> <li>4. RFPs 6, 9, 11</li> <li>5. RFPs 11, 27, 28</li> </ol>
Jordan Carlson (Blendjet's Intellectual Property Specialist)	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Swirl</li> <li>3. "intellectual property"</li> <li>4. Trademark!</li> <li>5. Logo</li> <li>6. Confus!</li> <li>7. Competi!</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>3. RFPs 2-6, 8-9, 20</li> <li>4. RFPs 2-6, 8-10, 12-16, 18, 20, 21, 22, 25</li> <li>5. RFPs 2-5, 8, 9, 12-16, 20, 25</li> <li>6. RFP 9</li> <li>7. RFPs 6, 9, 11</li> </ol>
Erin Kristovich (Blendjet's VP of Retail Partnerships)	<ol style="list-style-type: none"> <li>1. Blendtec or Blend Tec</li> <li>2. Competi!</li> </ol>	<ol style="list-style-type: none"> <li>1. RFPs 2, 6, 9, 10, 18, 21, 22</li> <li>2. RFPs 6, 9, 11</li> </ol>

<sup>1</sup> Both Blendtec and Blendjet use a similar "swirl" trademark. In both the Complaint (ECF 2 at ¶¶11, 14, 27, 30) and Blendtec's ESI Discovery Responses (Exh. 1 at 2), "Blendtec's Trademarks" are defined as "Blendtec's BLENDTEC Mark and Swirl Design Mark" and "Blendjet's Trademarks" are defined as the "BLENDJET Mark and the Blendjet Swirl Mark."

<sup>2</sup> Thomas Dickson is the former owner and CEO of Blendtec.